



## **CITY OF FORT BRAGG**

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### **COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** June 12, 2018  
**TO:** Community Development Committee  
**FROM:** Scott Schneider, Administrative Services Director  
**AGENDA ITEM TITLE:** Receive Report and Consider Approval of Providing \$5,000 of Visit Fort Bragg Funding for the August 5, 2018 City Celebration

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#### **ISSUE/SUMMARY:**

Upon reviewing the current Visit Fort Bragg Action Plan, it is apparent that several planned budgeted activities will not take place in the 17/18 Fiscal Year. Unspent funds will roll over to the 18/19 Fiscal Year activities and an updated, proposed Marketing & Promotions Action Plan will be brought to the new Visit Fort Bragg Committee in August for discussion and possible approval.

In the meantime, staff is requesting \$5,000 from the 17/18 FY promotions budget to support the City's Coastal Trail/City Celebration on August 5, 2018. Visit Fort Bragg supported the same event in 2016 in the amount of \$5,000. Staff will discuss with the Visit Fort Bragg Project Manager including additional funds in the proposed 18/19 updated Action Plan, if necessary.

The overall costs of the event are projected to be approximately \$15,000. Close to half of these costs go toward the very popular free T-shirts which were provided at the same event in 2016. Other costs include staging, signage, portable restrooms, water, miscellaneous supplies, promotional materials, signage and entertainment. Staff is successfully seeking sponsorships to help offset costs of the event.

As of June 6, 2018, \$4,000 in sponsorships has been confirmed with many requests yet to be answered. It is reasonable to expect to receive about \$10,000 in total sponsorships to help offset costs. Staff is actively reaching out to local businesses and organizations for sponsorships. In 2016, the City received \$7,450 in sponsorship funds. This does not include the thousands of dollars received through in-kind sponsorships including, radio and newspaper promotions, propane, signs, transportation, etc.

Due to the fact we are in the midst of a transition with the Visit Fort Bragg Committee, staff is bringing the request forward for your approval.

Attached, as a reference, is the save the date card for this year as well as the Visit Fort Bragg Action Plan and the flyer from the 2016 Trail Celebration.

#### **RECOMMENDATION:**

Provide feedback on the request for \$5,000 to be taken out of the current year's Visit Fort Bragg Action Plan budget to help offset costs for the City's August 5, 2018 City/Coastal Trail Celebration.